

**Dienger, Whitney**

Project Your Vote OH # 69567

**From:** Jacobs, Sarah  
**Sent:** Friday, November 02, 2012 11:27 AM  
**To:** Dienger, Whitney  
**Subject:** FW: Issue 2 Add - WKRC

**From:** Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]  
**Sent:** Friday, November 02, 2012 11:25 AM  
**To:** Jacobs, Sarah  
**Subject:** RE: Issue 2 Add - WKRC

Book it  
 TThanks

**From:** Jacobs, Sarah [mailto:SJacobs@local12.com]  
**Sent:** Friday, November 02, 2012 11:25 AM  
**To:** Whitney Eversole  
**Subject:** Issue 2 Add - WKRC

**Issue 2 on WKRC**

			<u>3-Nov</u>	<u>4-Nov</u>	<u>5-Nov</u>	<u>6-Nov</u>	<u>Total</u>	
1	P2 Late News	\$4,000	1	1	1		3	\$12,000
2	P1 M/T 5-530a	\$1,000			1	1	2	\$2,000
3	P1 Mon Noon	\$2,800			1	<del>1</del>	1	\$2,800
4	P1 Mon 5pm	\$3,000			1		1	\$3,000
5	P2 Sun 1-2a							
	Closer	\$200		1			1	\$200
							0	\$0
							0	\$0
							8	\$20,000

**Sarah Jacobs**

Local Sales Manager  
 WKRC CBS 12/Local 12.2 The CW Cincinnati  
 513/763-5672

11/2/2012

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKRC	11/03/12	11/05/12	11p M-Su Local 12 News	CM	11p-1135p	1-----11	:30	3	\$4,000.00	P-2	0.00	NM	3	\$12,000.00
				11p M-Su Local 12 News	11					✓				✓	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----11	2	\$4,000.00	0.00								
		Week: 11/05/12	11/11/12	1-----	1	\$4,000.00	0.00								
N 2	WKRC	11/05/12	11/06/12	5a Good Morn Cincinnati	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	11-----	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
				5a Good Morn Cincinnati						✓				✓	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 11/05/12	11/11/12	11-----	2	\$1,000.00	0.00								
N 3	WKRC	11/05/12	11/05/12	Local 12 News at Noon	CM	12p-1230p	1-----	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
				Local 12 News at Noon						✓				✓	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 11/05/12	11/11/12	1-----	1	\$2,800.00	0.00								

Order / Rev: 69867 Advertiser: Protect Your Vote Ohio  
 Alt Order #: Product Desc: Issue 2 Local 12 WKRC-TV  
 Flight Dates: 11/03/12 - 11/06/12 Estimate: Issue 2

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WKRC	11/05/12	11/05/12	Local 12 News at Noon Local 12 News at Noon	CM	12p-1230p	1-----	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00 ✓
N 4	WKRC	11/05/12	11/05/12	5p Local 12 News at Five 5p Local 12 News at Five	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	1-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00 ✓
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 11/05/12		11/11/12	11/11/12	1-----	1	\$3,000.00	0.00								
N 5	WKRC	11/04/12	11/04/12	Sun 105a-205a Sun 105a-205a	CM	105a-205a	-----1	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00 ✓
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/29/12		11/04/12	11/04/12	-----1	1	\$200.00	0.00								

Totals 8 \$20,000.00 ✓ ✓